

1 GOVERNMENT OF THE DISTRICT OF COLUMBIA
 2 ALCOHOLIC BEVERAGE REGULATION ADMINISTRATION
 3 ALCOHOLIC BEVERAGE CONTROL BOARD

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6 IN THE MATTER OF: :

7 Applicant: Michael Bramson

8 Events: Project DC Events, LLC

9 Neighborhoods: Multiple Licensed Premises

10 -----

11 Date of Event: September 10, 2016

12 Superhero Crawl DC, 2016

13 Size of Event 2200-2500

14 -----

15 Date of Event: October 1, 2016

16 Bright N' Pint Bar Crawl DC, 2016

17 Size of Event: 2200-2500

18 -----

19 Date of Event: October 29, 2016

20 DC Halloween Crawl, 2016

21 Size of Event: 3200-3500

22 -----

1 Date of Event: December 12, 2016

2 DC Santa Crawl, 2016

3 Size of Event: 2200-2500:

4 - - - - -X

5 Wednesday, August 3, 2016

6

7 Whereupon, the above-referenced matter
8 came on for hearing at the Alcoholic Beverage
9 Control Board, Reeves Center, 2000 14th Street,
10 N.W., Suite 400S, Washington, D.C. 20009.

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1 BOARD MEMBERS PRESENT

2 NICK ALBERTI, BOARD MEMBER

3 JAMES SHORT, BOARD MEMBER

4 MIKE SILVERSTEIN, BOARD MEMBER

5 RUTHANNE MILLER, BOARD MEMBER

6

7 ALSO PRESENT:

8 MICHAEL BRAMSON

9 ANDREW KLINE

10 ALEX LOPEZ

11 VERNON LEFTWICH

12

13

14

1 P R O C E E D I N G S

2 FACT FINDING HEARING

3 CHAIRPERSON ANDERSON: All right, I'm
4 going to recall our fact finding hearing. The
5 pub crawls for the Bramson September 10th,
6 October 1st, October 29th, December 12th, and I
7 just want to , and, Mr. Kline and Mr. Bramson,
8 Mr. Lopez, I want to apologize to you for the
9 record. When I'm told we have an offer in
10 compromise it's my understanding that it's only
11 going to be like half a second, and so,
12 therefore, that's one of the reasons why I tried
13 to flip the case. This case wasn't half a
14 second, and so I apologize to you. I know that
15 your time is also important and I just want to
16 let you know that I'm not taking you for granted,
17 so I apologize.

18 MR. KLINE: We appreciate that, thank you.

19 CHAIRPERSON ANDERSON: Could the parties
20 please identify themselves for the record,
21 please?

22 MR. KLINE: Yes, good morning. Andrew Kline

1 on behalf of the applicants.

2 MR. LOPEZ: Alex Lopez, Project DC Rents.

3 MR. BRAMSON: Michael Bramson, Project DC
4 Rents.

5 CHAIRPERSON ANDERSON: Good morning.

6 MR. LEFTWICH: Good morning. Investigator
7 Leftwich. L-E-F-T-W-I-C-H.

8 CHAIRPERSON ANDERSON: Good morning. So,
9 let's start with the September 10th event. Do
10 you want to start, Mr. Leftwich?

11 MR. LEFTWICH: Yes.

12 CHAIRPERSON ANDERSON: All right, thank you.

13 MR. LEFTWICH: The September 10th event,
14 Superhero -- Superhero Pub Crawl -- the date is
15 September 10, 2016, the time is to be 2:00 p.m.
16 to 10:00 p.m. Registration time 2:00 p.m. to
17 5:30 p.m. There's an expected 2200 to 2500
18 persons. There are three check-in areas:
19 Rumors, Front Page and Black Fin. There are
20 approximately 14 establishments. The area is the
21 lower Dupont/Golden Triangle area. Each
22 establishment has agreed to have their own

1 security staff that are checking IDs for patrons
2 who enter even after the checking in and the
3 patrons get wristbands, that does not, and should
4 not, warrant automatic entry into the
5 establishment. Project DC has established a
6 hotline for patrons to call in case of an
7 emergency. They have a partnership with Uber and
8 promote and advertise for safety surrounding all
9 types of transportation encouraging that there is
10 a driver as well as public transportation.

11 Food will be served at each of the
12 establishments. There are also food specialists
13 that promote consumption of food going into the
14 event. There is a contract between Extra Clean
15 Inc. in regards to the cleanup and that would
16 include the sidewalks, the cleanup bins, the
17 streets in between all of the establishments and
18 surrounding the establishments and the cleanup is
19 to be done on Sunday the 11th from 7:00 a.m. to
20 11:00 a.m. and the bulk of the cleanup should be
21 done by 11:00 a.m. but they will continue to
22 clean until the job is done after that matter.

1 My areas of concern is that they have stated
2 in the application that additional staff members
3 will be hired as well as additional security that
4 will be hired, and my question is are these
5 security -- will they just be stationed at the
6 check-in areas or will they be roaming throughout
7 all the establishments?

8 MR. BRAMSON: So, the extra staff members,
9 depending if we reach capacity, which is 2500, we
10 would hire extra staff members to roam around.
11 They wear staff T-shirts, usually a bright color,
12 so in case people get lost, they don't know where
13 to go or have questions, they're roaming around,
14 the security team that we hired is a professional
15 security team, it's KNT Security. They will be
16 at the registration bars since that's the bars
17 that get the most impact.

18 MR. LEFTWICH: Okay, and it states here they
19 will be aiding with litter outside of the
20 establishment during the event. What exactly
21 does that mean?

22 MR. BRAMSON: I mean, just how with the

1 litter and everything going on that we've seen in
2 the past that as far as that, we've told them,
3 and we've done this ourselves, if there is trash
4 on the floor we'll help pick up and security,
5 too, is watching out for that. We don't let
6 people walk out and just throw things on the
7 floor. I mean we'd call them out. Our goal is
8 to keep the neighborhoods happy and help with --

9 MR. SHORT: Saying floor, you mean street?

10 MR. LEFTWICH: Street, yes, street.

11 MR. SHORT: Okay, I just wanted that on
12 record.

13 MR. LEFTWICH: Also, two of the
14 establishments do not have two primary tier
15 violations but Buffalo Billiards did have a sale
16 to minor in 2014 and were issued a warning so I
17 would definitely advise that staff are aware of
18 that to assure that they are supporting and
19 checking IDs there. Also Front Page in December
20 of 2015 they were -- a case was written against
21 them for not serving food during another pub
22 crawl, so to ensure that their food specials and

1 services are actually being served throughout the
2 entire time. Also, Front Page, the entertainment
3 endorsement time is from 8:00 p.m. to 2:30 a.m.
4 so, therefore, the beginning portion of your
5 event they are not permitted to have
6 entertainment unless they apply for a one day
7 substantial change.

8 CHAIRPERSON ANDERSON: Which one is this?
9 The Front Page?

10 MR. BRAMSON: The Front Page, yeah.

11 CHAIRPERSON ANDERSON: Okay.

12 MR. KLINE: And this is a concern for the
13 board and I guess you guys could maybe make a
14 decision but Rumors have two sale to minor cases
15 -- one -- both of which are in 2015 and one has
16 been adjudicated and one has not, so if the other
17 adjudication goes through then that would be two
18 primary tier violations which would make them
19 unable to participate, but so far, according to
20 the current history we printed out, the warning
21 #1 has been adjudicated and that was on
22 09/24/2015, and the other one has not been

1 adjudicated based on the history and that was
2 11/20/2015.

3 UNKNOWN SPEAKER: That's really helpful,
4 thank you -- for us to know that, so we can keep
5 an eye on it and we'll reach out to the Front
6 Page to see what they want to do about the
7 entertainment.

8 CHAIRPERSON ANDERSON: All right. Do you
9 have any presentation to make about the September
10 10th event?

11 MR. KLINE: Just a couple of things. I mean,
12 there are a couple of issues that have been
13 common. We've been here a few times on these so
14 I think -- I think it's getting down to a formula
15 which I think is helpful for all as long as the
16 licensees [inaudible 52:50] they have in the past
17 year with a number of events that they've run.
18 There was a question raised in discussions with
19 the board's counsel about the specificity of the
20 trash removal and that's been corrected. The
21 contracts now specify the exact streets that will
22 be picked up the day after the event, so I wanted

1 the board to know that.

2 Another issue that, in the past, was raised
3 specifically with the one almost a year ago is
4 the capacity and what they've done is they --
5 even though -- even though they know, and this
6 has been discussed before, that there's a no-show
7 rate, they're only selling the number of tickets
8 that the board authorizes in terms of number of
9 participants and they will only have available
10 the number of wrist bands equal to the maximum
11 number of participants that the board authorizes,
12 and the same with respect to the cups. So, in
13 reality, whatever number is approved by the board
14 based on their experience, the participants will
15 likely be about 20% less than that. Right?
16 Because they get about a 20% no show rate.

17 But I know the board was concerned -- this
18 was an issue before -- we want to make sure that
19 it's not an issue again, and we want the board to
20 know that it's been proactively addressed in
21 between -- among these three mechanisms there's
22 not going to be an issue with there being more

1 participants than the board might allow and now
2 we're happy to answer whatever questions.

3 CHAIRPERSON ANDERSON: What -- what -- this
4 is what I want them to respond to. How do they
5 come up with numbers? And I think that you've
6 been here and you have heard back and forth with
7 the board throwing out numbers, so for me I'm not
8 concerned to say that you're going to sell more
9 than what we authorize --

10 MR. KLINE: Right.

11 CHAIRPERSON ANDERSON: -- I'm asking you how
12 do you come up with these numbers? What I want
13 you to do is to justify to the board why is it
14 that these numbers -- how did you come up with
15 these numbers as -- as numbers because for me, I
16 prefer for you to tell us numbers for us -- the
17 top numbers to say "well, I'm only going to
18 approve you for 200." So, what I need you to do
19 in all the presentations, at least for me anyway,
20 is just justify how did you come up with these
21 numbers and why is it these -- why is it that
22 these numbers are appropriate? Why is it that --

1 so rather than the board telling you what number
2 we believe is appropriate, you need to tell us
3 and justify the numbers. At least, that's how I
4 see it. And that's just generally -- so there
5 shouldn't be any confusion in the sense of you
6 tell us one number and then we go to discuss and
7 we decide that we -- we -- we don't think 2000 --
8 we don't think 1000 is appropriate, so therefore,
9 we're going to say 500.

10 MR. KLINE: Well, I'll start and then I'll
11 turn it over to my clients. I mean, given --
12 historically this area probably has the longest
13 history with these type of events. I mean, I've
14 been here since 1974, and I know that a number of
15 the establishments that are involved in this have
16 been there since that long and there's been this
17 type of activity and their goal, obviously,
18 they're in business, they want to maximize what
19 they can do, but they want to manage it
20 responsibly. So, in terms of the numbers, it's a
21 balance between how many participants there are,
22 the size of the neighborhood and then once that's

1 considered they obviously have to consider
2 appropriate staffing which we've had a number of
3 conversations with you about in terms of how many
4 people they will have staffing, will the security
5 be, what will the security be at the individual
6 establishments, what's the understanding with the
7 individual establishments in terms of the split
8 of responsibilities for staffing. So, the number
9 is really a function first of demand from the
10 business standpoint, but we're here before the
11 ABC board whose job, your responsibility, is to
12 make sure that these events are run safely and
13 responsibly, so what else goes into that is then
14 making sure that there's adequate controls in
15 place to handle the number of people that they
16 anticipate. Anything you want to add to that,
17 obviously you run these businesses and I don't?

18 MR. BRAMSON: So, we've been doing this for
19 several years and we've submitted to the board
20 several numbers before. We've gone as low as
21 1000 for our first one and 1500, we've gone above
22 2500. For the amount of bars we're having this

1 is what we feel is the sweet spot. This is a
2 number that we've had for the last few ones that
3 have been approved and from what we're aware of
4 there's been no issues at all from this number.
5 We feel if we go, again based on demand, but we
6 feel if we go any less with this amount of bars
7 the people that come to the events think it's
8 just empty and they're -- people come because of
9 the crowds, but not -- you know, we can go what
10 happened last Halloween with other events that
11 had the 6000 plus.

12 So, we know that that's too many. So, this
13 has been the sweet spot for us the last three
14 years and this has been the number that's been
15 right for this amount of bars, so that's how we
16 calculate this number.

17 CHAIRPERSON ANDERSON: Questions by the board
18 members? Mr. Short?

19 MR. SHORT: Speaking of the numbers, and I
20 know both of you gentlemen were here when we had
21 the hearings and police officers testified public
22 safety wise, they gave us some numbers that they

1 could manage and it was a little less than 2500.
2 Based on what the police department recommended
3 to this board and to the hearing at that time,
4 could you guys work with a lesser number than
5 2500? Could you?

6 MR. KLINE Let me start. Since they're
7 hesitating, I'll answer. Mr. Short, they can
8 work with what the board approves. I mean, this
9 is -- this is a profit-making enterprise --

10 MR. SHORT: I understand.

11 MR. KLINE So, it is in the discretion of the
12 board. I would state, however, that they have
13 run a number of these with these kinds of numbers
14 in this neighborhood and there really have been
15 no problems except for the perfect storm of
16 Halloween almost a year ago. Other than that,
17 they've all, to our knowledge, they've all come
18 off without incident, they have been managed
19 appropriately, there have not been problems in
20 the neighborhood, and we think in terms of some
21 of the other issues --

22 MR. SHORT: Not to cut you off but that's not

1 the issue we're talking about, what has happened.
2 I think we all have realized that currently
3 worldwide and right here in this nation we've had
4 some issues with very large crowds and I'm
5 thinking about the public safety issues of secret
6 service, of Metropolitan Police Department, and
7 all those persons, things that used to happen in
8 this city and country just can't -- just can't --
9 we have to balance some things now. We have to
10 think about all of these things when we put these
11 events on. We wouldn't have ever thought of
12 someone running a car up on a curb and doing
13 things like that 20 years ago or even maybe ten
14 years ago, but these kinds of things -- so,
15 basically what I'm saying is could we consider,
16 with the information I just gave and the
17 information you knew about from the MPD, could we
18 work with a lower number than 2500? That's my
19 question. Is that possible?

20 MR. KLINE: Of course it's possible.

21 MR. SHORT: Okay, what number, I'm asking --

22 MR. BRAMSON: So, the thing is we -- again,

1 it's going -- we had to look at the numbers after
2 last Halloween and figure out what can.

3 MR. SHORT: Please let's don't talk about
4 last -- let's don't talk about -- let's don't
5 talk about that, please.

6 MR. BRAMSON: Basically, this is -- we've
7 come down on our number, we feel this is a sweet
8 spot, we don't -- we've in the last four events
9 we've had there hasn't been those crowds, we
10 don't have these long lines that used to be at
11 pub crawls.

12 MR. SHORT: What was the number at your last
13 -- how many tickets did you sell at your last
14 successful pub crawl? What was the -- what was
15 the bottom line? What was the --

16 MR. LOPEZ: The last one was the All American
17 Bar Crawl in Dupont, I believe. I think that one
18 was about 1500 and we applied for between 2000 to
19 2500, but again, like Mike said, I mean we do
20 have a sweet spot and at the end of the day our
21 events need to make sense for participants and
22 the bar owners. If the bar owners don't see an

1 impact in sales during our events they're more
2 than likely not going to participate with us
3 since they do serve a discounted drink price.
4 So, it has to make sense for our participants,
5 for us, and the participating bar owners that are
6 going to be working with us for this.

7 MR. SHORT: Okay, now you gave me 1500 for
8 your last one. That was how many tickets you
9 actually sold?

10 MR. LOPEZ: Mm hmm.

11 MR. SHORT: What is the largest number of
12 your most successful -- don't go back to last
13 year, please don't do that. What's the largest
14 number you've sold?

15 MR. LOPEZ: 3500.

16 MR. SHORT: What year was that, I mean what
17 date was that one -- 3500 people?

18 MR. LOPEZ: We've done it --

19 MR. SHORT: I'm asking a question. You said
20 you had a very successful one at 3500. What date
21 was that one?

22 MR. LOPEZ: I believe it was the -- I don't

1 have the date on me, I think it was the Santa
2 Crawl two or three -- two years ago possibly.

3 MR. SHORT: Okay, again, we're talking about
4 current events, we're talking about public
5 safety. A lot of things have taken place since
6 that time. I really would like to think that
7 1500 -- I think that would be a great number.
8 Now, I could work with that number. I just have
9 one vote, but I would say to my board members,
10 with the testimony we got from MPD, who have to
11 manage this, and also manage the rest of the
12 district there and the rest of the city, I want
13 to make sure that we do the right thing so these
14 kinds of businesses can continue. I'm not
15 against business at all and I really think that
16 the tax dollars you guys are bringing to town are
17 commendable, so thinking about that number, would
18 we have a problem working with that?

19 MR. BRAMSON: I mean if that was the board's
20 decision, we'd have to cut out a few bars to make
21 sure that it was profitable for them as well if
22 they were --

1 MR. SHORT: Okay I'm glad you said that.
2 That leads me to this. Rumors, with the issues
3 that the investigator just mentioned, Front Page
4 with -- with the -- no not -- Buffalo Billiards -
5 - so those might be two you want to, would think
6 about, if you're going to lower the number --
7 work with what I'm saying -- I'm not talking
8 about the rest of the board, this is just me
9 right now, because the rest of the board will
10 have to make their decisions based on what they
11 feel is best for this business of yours. So,
12 would you consider that? I mean, with Rumors not
13 being a part of it would that hurt you? Would
14 that work with 1500 a little better? Rumors and
15 Buffalo Billiards.

16 MR. KLINE: I'm going to put on my other hat
17 here because I'm counsel at Rumors and if we're
18 going to be adjudicating their rights to
19 participate in a bar crawl --

20 MR. SHORT: I just asked a questions, I'm not
21 adjudicating.

22 MR. KLINE: -- then I think that they would -

1 - should have the ability to participate in a
2 proceeding. The regulations that this board gave
3 a lot of thoughtful consideration to, don't --
4 they have a standard for disqualifying
5 participants and unless they --

6 MR. SHORT: I didn't use that word, Mr.
7 Kline, and please don't put that word in my
8 mouth, I didn't say anything about disqualifying
9 anybody or anything. They simply said to me 1500
10 means they might have to drop one or two of the
11 establishments. And I simply said to them since
12 it would definitely [inaudible 1:05] from our
13 investigator, would they consider that? That's
14 the only thing I said.

15 MR. KLINE: I understand, but directly or
16 indirectly the --

17 MR. SHORT: I didn't say anything about
18 disqualifying any business. Let the record
19 reflect that, please.

20 CHAIRPERSON ANDERSON: One -- one -- just one
21 thing I'll say: You don't know where each board
22 member stands on numbers. I assume that's one of

1 the reasons.

2 MR. KLINE: No, I -- I --

3 CHAIRPERSON ANDERSON: That's one of the
4 reasons why I asked the question before in doing
5 Their presentation you need to justify to the
6 board the numbers that they're working with.
7 There are going to be other board members who --
8 who is going to say, 'well, I don't like those
9 numbers, what about these numbers?' and that in
10 responding to the question and I don't want you
11 to feel that we're putting you in a box. I mean,
12 each board member speaks for him or herself --

13 MR. KLINE: I understand.

14 CHAIRPERSON ANDERSON: -- and so whatever
15 response you give, you give it. But now, you
16 give it from that perspective. But these are
17 questions that are asked. So, you are being told
18 what an individual board member said, therefore,
19 making a presentation you need to cover the
20 spectrum of what you're going.

21 MR. KLINE: We understand.

22 CHAIRPERSON ANDERSON: All right. I don't

1 know if Mr. Short is done yet.

2 MR. SHORT: I'm finished. Thank you very
3 much. Thank you very much.

4 MR. BRAMSON: If I can make one comment on
5 the --

6 CHAIRPERSON ANDERSON: Yes, go ahead.

7 MR. BRAMSON: So, the way I think a lot of
8 bar crawls have done it in the past, even
9 recently, is they take the number of bars that
10 are there, take the capacities -- when we do a
11 contract with them we find out what their
12 capacity is, and you can break it down that way.
13 If we were to do all of these places, the
14 capacity would be more than 2500. The reason why
15 we've lowered it to 2500 instead of going higher
16 is just because of that -- again, like we've said
17 that sweet spot -- because that's what we know
18 works. Could we go a little bit higher in terms
19 of what they fit or what they normally have on
20 regular Friday -- or regular Saturday night, it
21 would be more than that. So, I just want to
22 point out that that's how it's been done in the

1 past. We're not doing it that way, but by taking
2 out a few places really wouldn't make that big of
3 a difference, it's just more of the profit that
4 is lost. So, I know, for example, we had 1500
5 for previous events, the bars were a little upset
6 at us for not selling more.

7 CHAIRPERSON ANDERSON: Mr. Alberti.

8 MR. ALBERTI: I think Mr. Sil -- I'll let Mr.
9 Silverstein go.

10 CHAIRPERSON ANDERSON: Go ahead, Mr.
11 Silverstein.

12 MR. ALBERTI: I'll be real quick.

13 MR. SILVERSTEIN: First of all my concern
14 here is, to begin with, one of outreach. Are we
15 talking about simply the first event right now or
16 are we talking about all four, Mr. Chairman?

17 CHAIRPERSON ANDERSON: Well they're all --
18 they share one time, but I don't think -- they're
19 here --

20 MR. SILVERSTEIN: I have a much greater
21 concern about one of these events than the other
22 three, so --

1 MR. KLINE: Just from my standpoint we
2 thought right now we were only talking about the
3 first event.

4 MR. SILVERSTEIN: Right, fine.

5 CHAIRPERSON ANDERSON: We're just talking
6 about the one on September 10th.

7 MR. SILVERSTEIN: Have you gentlemen reached
8 out first to Golden Triangle Bid regarding the
9 overall effect of this? You say you look at the
10 number of -- the capacity of the various
11 establishments and use that and the size of the
12 neighborhood. Well, not everyone is going to be
13 in an establishment at the same time and there
14 are going to be people out in the street.

15 We have had places that have had to close,
16 we've had places -- retail places -- we've had
17 restaurants where pub crawl participants have
18 come in and just simply sat down at the tables
19 and not ordered anything and in some cases have
20 come in there and disrupted. There are spillover
21 effects of these events that tie into the reality
22 that this is a weekend in a central business

1 district. Have you reached out to GT Bid?

2 MR. LOPEZ: No, we have not.

3 MR. SILVERSTEIN: Okay. Have you reached out
4 -- who's been your point of contact on the
5 September 10th event at 2D? Have you reached out
6 to Commander Gresham? Have you reached out to
7 Lieutenant Merrill?

8 MR. BRAMSON: I'm thinking yes, we always
9 send out a letter, and Mr. Jones and whoever --
10 it's a list of people that we send MPD, we give
11 them the application that we submitted, we always
12 say it's pending as it may or may not happen and
13 then we follow up if it does. We never get a
14 response back from them, they just --

15 MR. SILVERSTEIN: So, you sent the letter to
16 2D and you sent the letter to DC Events?

17 MR. BRAMSON: Yes, do you have the current
18 contact? Yeah, we have the most -- these are the
19 contacts we send it to. These are four or five
20 people from MPD that we send it to.

21 MR. SILVERSTEIN: Because that's required and
22 I wanted to make sure that you had crossed off

1 that box.

2 MR. BRAMSON: Yeah.

3 MR. SILVERSTEIN: I'll defer to Mr. Alberti
4 for now.

5 CHAIRPERSON ANDERSON: Yes, Mr. Alberti?

6 MR. ALBERTI: So my question is very simple
7 and you started to actually answer the question
8 that I had which was starting point for me has to
9 do with -- a starting point for me is knowing
10 what the capacity of these establishments are. I
11 can think -- I think you see that there's, even
12 amongst the board, there's a struggle to figure
13 out what are our guidelines on size. I hope you
14 can appreciate how difficult that is. So, you
15 said you looked at the capacity of these
16 establishments?

17 MR. BRAMSON: Yes, normally we --

18 MR. ALBERTI: So, what is that total
19 capacity?

20 MR. BRAMSON: We don't have it on us right
21 now.

22 MR. ALBERTI: Can you provide that?

1 MR. BRAMSON: Yes.

2 MR. KLINE: Yes.

3 MR. ALBERTI: Today?

4 MR. BRAMSON: We --

5 MR. ALBERTI: We'd like to continue this
6 today for you.

7 MR. BRAMSON: When we sign an agreement with
8 an establishment, they have to list their
9 capacity on there. This time around and moving
10 forward we haven't signed agreements with them
11 until we have the license. It's a different
12 approach, I'd have to go back and look at the --

13 MR. ALBERTI: I'll tell you quite honestly I
14 don't know what I'm going to do with that number,
15 but I think -- my suspicion is that it's going to
16 be useful, at least to me.

17 MR. BRAMSON: Okay.

18 MR. ALBERTI: I would encourage you in the
19 future just to list those numbers by
20 establishment or at least a total number but if
21 you could list them by establishment it would
22 help you, it would help us.

1 MR. KLINE: Forgive me, but I'm going to
2 state the obvious. You're a statistician so I'm
3 sure you've thought about this, but the event is
4 scheduled from 2:00 to 10:00, people come and go,
5 so obviously, you know, it's --

6 MR. ALBERTI: We have to take all of that,
7 but without knowing the number.

8 MR. KLINE: I just want to make sure --

9 MR. ALBERTI: I can take all those factors
10 into account --

11 MR. KLINE: Absolutely.

12 MR. ALBERTI: -- and still not even help
13 myself because I don't know the base number, so I
14 have to have that.

15 MR. KLINE: Right and I understand, but I
16 mean I just --

17 MR. ALBERTI: You're right, you're absolutely
18 right.

19 MR. KLINE: I'm pretty sure all the factors
20 are looked at when the board considers it and I
21 mean I understand.

22 MR. ALBERTI: Absolutely.

1 MR. KLINE: They think it makes sense, we
2 think it makes sense, capacity is certainly
3 relevant but I don't want to lose sight of the
4 fact that this is not an hour event where all
5 these people would be in the places at one time,
6 it's stretched out over several hours, 20% aren't
7 going to come, and then other people are going to
8 be there during various times of the day.

9 MR. ALBERTI: Okay, you and I are on the same
10 page. You may disagree on the final number, but
11 we're on the same page and to how it should come
12 about. Thank you.

13 MR. KLINE: Thank you.

14 CHAIRPERSON ANDERSON: Yes, Ms. Miller?

15 MS. MILLER: I want to follow up on this
16 'cause I'm very happy that we are zeroing in on
17 this numbers issue in an intelligent way, I
18 think. You know, you talk about the 2500 or
19 whatever being the sweet spot, like over the
20 years you've known that that's the right number,
21 and we talked about your submitting some data
22 such as on the capacity and I'm wondering if you

1 had -- how many years of these pub crawls?

2 MR. BRAMSON: Four years.

3 MS. MILLER: Four years, okay. What are you
4 -- can you provide some information about what
5 data you have or what you observed to convince
6 you that this is the right number, this is the
7 number that works because, you know, have you
8 observed that such and such happens in the first
9 two hours or whatever and you haven't observed
10 crowds in the street? I don't what kind of data
11 you've kept but you have this experience and it
12 makes sense for us to give that some weight but
13 it would be much more helpful if you can actually
14 give us a little bit more, you know, as to why is
15 this the right number, you know? And I'm sure
16 there's probably a good reason for it if, you
17 know, it's working for you, but that's kind of
18 vague.

19 So, if you can do that, that would be very
20 helpful, at least for me when I would say 'okay,
21 I think this is a good number because.' I hate
22 to bring this up, but I just -- if you can -- if

1 you know -- if you can refresh my memory, the
2 time that it didn't work, not necessarily for
3 you, was this Halloween episode. Do you know the
4 numbers off hand that were out in the
5 neighborhood at that point on pub crawls.

6 MR. LOPEZ It's hard to say because there was
7 other -- there was two other promoting companies
8 that had their event the same day, so, I mean,
9 it's hard to say how many people were outside
10 being part of the event or how many other people
11 were just walking by the neighborhood.

12 MR. BRAMSON: We affirmed that hearing, if I
13 remember correctly, I believe that one of the
14 other companies went 6000 over their allowed
15 amount.

16 MS. MILLER: Okay, yes we were way up there.

17 MR. BRAMSON: So that, right alone 6000 is a
18 huge number not to mention what they had approved
19 by the board anyways. I know there was a third
20 company that didn't provide any information and
21 they were just there so we don't know what they
22 were -- what -- we have no idea what their

1 numbers were.

2 MS. MILLER: Okay, I just -- just to put the
3 2500 in the context of what was really on that.

4 MR. BRAMSON: It really comes down to the
5 last couple that we've done that the board has
6 approved and we've heard no incidents from those
7 events from anybody including the establishments
8 so that's kind of what really, at least this
9 year, has really worked for us but we can
10 definitely go back and look at our data and try
11 to figure it out and definitely go back and get
12 the capacities of the establishments.

13 MS. MILLER: Okay. I mean I --

14 MR. KLINE: But my recollection is from that
15 hearing the estimate was that there may have been
16 6000 or 7000 people.

17 MR. ALBERTI: Say again, Mr. Kline?

18 MR. KLINE: That there may have been 6000 or
19 7000 people in the neighborhood and participating
20 in what one board member called sort of a perfect
21 storm and we agree with that characterization, so
22 it was about triple what we're talking about

1 here.

2 MS. MILLER: Okay, I mean just looking at
3 numbers, 2500 sounds like a big number and I
4 think that, you know, given, as Mr. Short has
5 said, world events, I don't want to feel like
6 'oh, well we've been lucky.' You want to feel
7 like 'this makes sense' and it's not dangerous
8 because it's spread out, etc.

9 MR. KLINE: Okay.

10 MS. MILLER: Then, my other question is I
11 think you had a low number of 1500 and a high
12 number of 3500? Can you comment on that? The
13 1500 sounded like 'okay, you do fewer bars.' So,
14 it just means, you -- it works but you make a
15 lesser profit?

16 MR. BRAMSON: For us, we make a lesser
17 profit, but it's more for the establishments. If
18 they're not seeing a return, because they have
19 drink specials, so, if they don't make it in bulk
20 they don't want to participate, so we've had some
21 bars tell us in the past, 'well, if you don't
22 have a certain number we don't want to

1 participate, it's not worth it to us.' So, we
2 have no choice with the drop in numbers to make
3 it more appealing to the ones that are
4 participating but it does hurt the relationships
5 a little bit. So, on the last one, we -- with
6 the amount of bars we had -- they were a little
7 disappointed in the turnout and, again, if we
8 keep going that pace, we have 1000 or 1500 then
9 they're not going to want to participate in the
10 future and really our business is not going to do
11 well.

12 So, for one, for us, we can sell tickets,
13 which is great, but if they're not making money -
14 - even if we sold 2000 tickets and only 1000 show
15 up, they're not going to be happy with us because
16 they're not making, because they're making it off
17 the bulk sales.

18 MR. KLINE: And the flip side of it is if
19 there are a small number of bars that are
20 advertised for the events, then there's no
21 demand, then the groups that frequent these
22 events don't have as much interest. I have three

1 daughters who just came into this phase and
2 they're out of it but I know what the appeal was,
3 I know what the attraction is. And if there's
4 only three bars then nobody's going to sign up.
5 I mean, that's an exaggeration --

6 MS. MILLER: Mm hmm.

7 MR. KLINE: -- of course, but you get the
8 point.

9 MS. MILLER: Yeah.

10 MR. LOPEZ: Yeah, Mr. Kline's on the same
11 route with that. I remember going back to Cinco
12 de Mayo, there was a margarita march happening in
13 U Street. They had two establishments and we
14 agreed to lower our numbers to 1500 just to
15 comply and have both events happen. We had to
16 reduce the number of bars that we worked with and
17 we saw a big decrease in ticket sales for us,
18 too, just because we only market five bars.

19 MS. MILLER: Okay, so I would think -- I
20 don't know -- but over the years that you would
21 have found that perfect balance, too, and you
22 could kind of -- you're kind of articulating it

1 now, but if there's anything else you can put in
2 writing that would be helpful, and tell about the
3 3500 number. That was not -- is that the same
4 neighborhood or is that different?

5 MR. BRAMSON: That was -- so, the Cinco de
6 Mayo, the one we just did -- or in May -- that
7 was U-Street but this is -- the 3500 has always
8 been in Dupont. We had 3500 last year for
9 Halloween. However, again, I think even so it
10 would have been fine because we had a lot of
11 establishments except the problem was there was
12 overlap and there was another bar crawl that had
13 6000 plus the unknown bar crawl that, even if
14 they had 1000, that's a lot of people in an area
15 at one time and that's why there was so much --
16 and it was Halloween -- there was a lot of chaos.
17 I still think 3500 if you have enough bars is
18 okay; however, we've seen we've had no issues
19 with the 2500 so we're playing -- we're playing
20 it safe.

21 MS. MILLER: Mm hmm. Okay, okay. Thank you.

22 CHAIRPERSON ANDERSON: Let me just ask you a

1 question. I'm looking at -- we have one, two --
2 four bar crawl events on our calendar. Why do
3 you promote bar crawls? Why do you do this?

4 MR. LOPEZ: It's what we've been doing for
5 four years. I mean, we've definitely skilled
6 Project DC Events through their pub crawls. I
7 mean, there's a high demand for them, people love
8 them, we always get amazing feedback with them.
9 We establish great relationships with bar owners
10 and bars and that's the reason we do it.

11 MR. KLINE: And they make money.

12 MR. ALBERTI: Okay, thank you. The reason --

13 CHAIRPERSON ANDERSON: -- I'm asking a
14 question, I'm not asking just for -- this is what
15 I want -- this is what I expect from you: Just
16 want to ask you about the numbers.

17 MR. KLINE: Right.

18 CHAIRPERSON ANDERSON: And you need to say
19 why is it that you're having these bar crawls?
20 What is it that -- why these numbers are good,
21 bad or indifferent and at least for me, you can
22 say -- if any board member -- and I might say

1 '1000' and you might say 'it's not going to be
2 profitable for me to have a bar crawl with 1000
3 people.'

4 MR. KLINE: Right.

5 CHAIRPERSON ANDERSON: I mean, that's one of
6 the reasons why I'm asking you questions. You
7 need to sell yourself to the board. You need to
8 convince the board with these numbers because, of
9 course, you're hearing from the board members
10 that there is serious concerns of what's the
11 numbers. So, you need to tell the board what
12 numbers that you're comfortable with, what
13 numbers you can work with, what numbers you can't
14 work with, and yeah, if you believe, if you're
15 doing this because it's a business and you're not
16 doing it because you're fundraising, that it does
17 not make sense if this is what you believe. 'It
18 does not make sense for my business -- to run a
19 business for 1500. I mean, these are things that
20 I expect you to tell the board so the board
21 [inaudible 1:21].

22 MR. KLINE: I understand and I think we

1 perhaps haven't said it as clearly as we should -
2 -

3 CHAIRPERSON ANDERSON: But I need you to do
4 that.

5 MR. KLINE: But I think what you heard is the
6 sweet spot is 2500. That's the amount that
7 allows them to have enough bars in the program
8 where it's salable to those who buy the tickets
9 and then that also creates enough of a -- of a
10 participant grid that the bars want to
11 participate because it's between 2:00 and 10:00
12 and we all know that -- we all should know --
13 that these establishments, to the extent that
14 they make money Friday and Saturday nights, it's
15 not before 10:00, it's after 10:00.

16 So, what these bar crawls do is they provide
17 the opportunity to use available capacity in
18 these establishments which is otherwise under-
19 used from a business standpoint. Between 2:00
20 and 10:00 on these dates -- on these days of the
21 week -- it's not when these establishments are
22 doing a lot of business, so they provide an

1 opportunity for these establishments to maximize
2 revenue. People come in, they spend their money,
3 the District gets 10% which is great, and that's
4 the sweet spot. They also feel that that's a
5 number that they can effectively manage and are
6 comfortable with 3500. I think you've heard that
7 we're playing it safe. We want to make sure that
8 we can control it. But from a business
9 standpoint the words that you've heard the
10 clearest are that's the sweet spot and I think
11 we've given you the reasons why in terms of
12 attracting the people that want to come and
13 attracting the bars that want to participate.

14 CHAIRPERSON ANDERSON: All right. Mr.
15 Silverstein has a question. That's the last one
16 and then we're going to move on.

17 MR. SILVERSTEIN: I'm far more sanguine about
18 numbers 1, 2 and 4 than I am about 3.

19 MR. KLINE: The 29th?

20 MR. SILVERSTEIN: Pardon?

21 MR. SILVERSTEIN: The 29th of October?

22 MR. SILVERSTEIN: Right.

1 MR. KLINE: Okay.

2 MR. SILVERSTEIN: And my concern here is one
3 of numbers and what has been referred to as the
4 perfect storm. These things do not happen in a
5 vacuum. The 29th of October is Halloween
6 weekend. Thousands, or tens of thousands, of
7 people will be out partying in the streets that
8 afternoon and evening and we know it and the
9 police are stretched to the limit with that and
10 all of the other things from the high heel race
11 on that weekend. Halloween is not on a Saturday
12 night, so it's spread out.

13 On one hand, it means you don't have the
14 horrific situation you had last year, on the
15 other hand you've got overtime, you've got much
16 more to cover. We cannot have the same pressures
17 put on the police, 3500 people or 2500 people or
18 1500 people might not be a problem at all on the
19 10th of September because you don't have the
20 storm of Halloween, you don't have the pressures
21 of the police having to cover Georgetown and
22 Dupont and whatever, and elsewhere, and I just

1 don't see any real public good in stretching the
2 police and adding to crowds that are already
3 going to be large that weekend and, as such, I'm
4 -- I think that we need -- if we're going to have
5 anything that weekend it must be much more
6 strictly limited because we already have the
7 makings of that perfect storm.

8 The police have said at our hearing in
9 December and our hearing in March of this year,
10 that if they were going to strike out certain
11 weeks or certain weekends for pub crawls the
12 first two they mentioned were New Year's and
13 Halloween. And with the problems that we've had
14 I think we really have to take a much closer look
15 at Halloween and I think we must work much more
16 closely with the police on that particular
17 weekend to see what their staffing is and what
18 they can handle and the ability of emergency
19 vehicles to get to and from, the concern of
20 people having to be out on the street because the
21 sidewalks are filled. We cannot have anything
22 closely resembling what happened last year on

1 that particular weekend, and I think we have to
2 look at that one much more closely than the
3 others.

4 MR. KLINE: We agree with you.

5 CHAIRPERSON ANDERSON: You don't need to
6 answer this question because we haven't gotten to
7 that one, so I'm going to give you an opportunity
8 to do your presentation for that pub crawl and
9 then you can respond to and take the response.

10 MR. SILVERSTEIN: But just in terms when we
11 pick a number, that number can't be a fixed
12 number and say you can have 2500 every weekend or
13 this is a particular number. We have to look at
14 those extraneous matters as outside matters that
15 impact on public safety of that number.

16 CHAIRPERSON ANDERSON: All right, let's move
17 on to the October 1, 2016, event. Mr. Leftwich?

18 MR. LEFTWICH: October 1, 2016, is the Bright
19 N Pint Bar Crawl, I think it's supposed to say
20 pub crawl. This event is from 2:00 p.m. to 10:00
21 p.m. Registration 2:00 p.m. to 5:30 p.m. I
22 expect the number of participants is the same as

1 the last, 2200 to 2500. Registration will be at
2 Array and The Prospect. Again, bands should not
3 and do not grant entry into the establishments.
4 The establishments will provide their own
5 security and they will be checking IDs. KNT
6 Security will be there to assist with checking
7 IDs as well as litter control.

8 Volunteers will be at each establishment to
9 ensure, in their words, a smooth operation in the
10 day. And the hotline will be in play as well,
11 pretty much all of the preliminary things are the
12 same. The two areas of establishment of concern
13 is Desperado's who in 2014 had one sales to minor
14 infraction as well as Sud House, specifically
15 their settlement agreement, specifically it
16 speaks to their -- the seating in their sidewalk
17 café which is only limited to 12 patrons so I was
18 wondering if they had information about that and
19 if their security and volunteers will assist in
20 the establishment maintaining their agreement of
21 only having 12 people in that area.

22 MR. SHORT: Which were the two bars again?

1 MR. LEFTWICH: Desperado's and Sud House.

2 MR. SHORT: Thank you.

3 MR. KLINE: I think our concern is -- my
4 clients are certainly having to provide security
5 and guidelines but the individual establishments
6 have to be responsible for complying with their
7 requirements of their establishment whether they
8 be the establishment's, the regulations, or
9 what's in their settlement agreement. I think it
10 would be a tremendous burden to expect the pub
11 crawl organizers to go in and micro manage
12 everyone's establishment, and say 'oh, you gotta
13 make sure you comply with your settlement
14 agreement.' We're happy to communicate that to
15 them but beyond that I think it's a bit unfair to
16 suggest that they're somehow involved in
17 management of the individual establishments.
18 That has to rest on the establishments that
19 you've licensed and have responsibilities to you
20 as well, in my opinion.

21 MR. LEFWICH: My question is based solely on
22 the verbiage that's in the security plan where it

1 specifically states that a volunteer staff as
2 well as security was hired specifically to assist
3 the establishment and I pointed out these
4 specific establishments because they would be
5 assisting because you guys are bringing more
6 people to their establishment which is why my
7 question was what it was.

8 MR. LOPEZ: Rumors -- Sud House actually
9 hires KNT Security also for their security so
10 they -- I mean -- we've done, I believe, Bright N
11 Pint will be our third event in U Street. We've
12 used Sud House the first two times and we've
13 never had any issues with them. KNT Security was
14 -- I mean, they're phenomenal -- Sud House is
15 monitoring crowds and making sure that, you know,
16 the patio is always free. Desperado's it's going
17 to be our first time working with them, so
18 issues, we'll address them just to make sure we
19 coordinate security and our volunteers to make
20 sure that, you know, capacity and patio usage is
21 managed correctly.

22 MR. LEFTWICH: Thank you. And just in

1 accordance with previous pub crawl they have
2 Extra Clean Inc. operation who are scheduled to
3 clean the streets October 2nd from 7:00 a.m. to
4 11:00 a.m. and food service and sales to
5 encourage food consumption, Uber connection as
6 well as advertisement to assist in safety in
7 regards to transportation. I think that's about
8 it.

9 CHAIRPERSON ANDERSON: What I'll do is, just
10 to save some time, why don't you also talk about
11 the event on the 29th and the 12th, and so
12 therefore, in your overview you can talk about it
13 and then the board members can talk and can
14 address their specific issues with regard to the
15 other three establishments.

16 MR. LEFTWICH: Okay and just in regards to
17 time, I'll just state the dates and the
18 difference in the time, but because these two pub
19 crawls, they have the same establishment would
20 they be two additions to the Superhero Pub Crawl?
21 All the information is the same. The only
22 difference is that for the Halloween -- DC

1 Halloween Crawl, 2016 -- they expect the number
2 of participants increased by 1000 to 3200 and
3 3500 for the expected number of participants.
4 The rest of it is the same with having Front Page
5 and Rumors and Black Fin as registration areas on
6 December 10th DC Santa Crawl, and registration
7 for Halloween Pub Crawl is Front Page, Rumors,
8 Black Fin and Buffalo Billiards, and again what's
9 my concern was with Rumors, Front Page and
10 Buffalo Billiards as it was with the first were
11 the same for the other two.

12 MR. KLINE: For the record, before you get
13 involved in that one, we also added Bon Fire as
14 an additional establishment and that was not on
15 the one that we talked about earlier.

16 CHAIRPERSON ANDERSON: Okay. Yeah, Bonfire,
17 Cavern and Eden were added. Eden is added to
18 DC's Santa Crawl and then Bonfire and Cavern were
19 added to the DC Halloween Crawl. And, again, I
20 checked settlement agreements and history on all
21 of the establishments and the same that were of
22 concern in the first one came up as of concern in

1 the latter two.

2 CHAIRPERSON ANDERSON: All right, thank you.
3 You have a response and now you know, at least
4 based on the first question, I saw Mr.
5 Silverstein has also telegraphed where he is on
6 the Halloween, so maybe -- this is your
7 opportunity to talk about the numbers for the
8 different pub crawls.

9 MR. KLINE: You run other Halloween events,
10 correct?

11 MR. BRAMSON: Mm hmm.

12 MR. KLINE: I mean, the Halloween we
13 understand the reason you, again one board member
14 said we're not supposed to talk about it, but I
15 don't know how -- it's the elephant in the room,
16 it's here and we have to talk about it because I
17 think it was the one that was mis-instructive
18 because these events occurred for a number of
19 years, not only by these organizers but by
20 others, on Halloween or on Halloween weekend
21 really without incident. I mean, so we think
22 that if the numbers are controlled in terms of

1 overall and we don't have 7000 or 8000 people
2 that are invited to one neighborhood based upon
3 three bar crawls, two sanctioned, one not, then
4 that's not really going to be an issue.

5 We believe, and the police can address this
6 better than I can, I'm not, you know, I'm not the
7 police force, but the big problems occur later on
8 Halloween. Last October was an exception. I
9 mean that was, again, the perfect storm and we
10 think that if the board gives thoughtful
11 consideration, which I know it will, to what's
12 appropriate in this neighborhood on Halloween
13 among whatever other applicants there might be
14 and I think that the board is looking at another
15 application for the same date today is my
16 understanding. I might as well put that out
17 there. That this isn't going to be an issue.
18 And I think with the improvements that have been
19 made as a result of the operators learning and
20 also the board having a better understanding and
21 promulgating a set of regulations which requires
22 the sorts of things to be done, we're not going

1 to have a repeat of that. There were a number of
2 years where there were no issues. There was one
3 year where there was an issue. I think if we're
4 thoughtful about it and approach it the way all
5 of these events will be approached by this
6 operator, we're not going to have any problems.
7 Is there anything you want to add to that?

8 MR. BRAMSON: Yeah, if I recall correctly,
9 just to give a perspective on the numbers from
10 Halloween, how many people were actually there,
11 from the hearing that we had with all of the pub
12 crawls and we were all here together. So, we had
13 3500 roughly, the other company had 9000 and I
14 remember they had 3000 on their application and
15 6000 bonus, I believe, or 6000 extra that weren't
16 accounted for that they said was a glitch. I
17 believe that was then between 6000 and 9000, and
18 then the other pub crawl I think had 1000 but
19 they never gave their number specifically because
20 they never had a license to begin with, so the
21 math is almost 13,000 or 14,000 people in that
22 area at that one time. So, going back to other

1 years when we've had the 3500 number we've been
2 okay with that. There hasn't been issues. One
3 other thing that we thought of this year was
4 people are going to come to the area anyways.
5 What we want the bars to do is sign an
6 exclusivity contract with us. Not only are we
7 the only pub crawl, but we're the only -- bar
8 patrons are the only ones allowed in that
9 establishment for those hours. Therefore,
10 they're not having extra people in their
11 establishment, it's only our participants, so
12 that's the exclusivity that we would, if we get
13 approved, sign with those establishments, which
14 would help control the excess of people.

15 MR. LOPEZ: Just to piggyback on what he
16 said, because we definitely did our homework
17 before coming here and just obviously getting
18 feedback from the bars that we have relationships
19 with and stuff, and again, like the whole Lindy
20 June Bug event was a conversation that happened.
21 They had, I believe, been approved for Dupont, U
22 Street and Chinatown last year. They were

1 approved in three neighborhoods. They actually
2 showed us a living social deal that they launched
3 for last year. They sold 6500 pairs of tickets
4 alone on Living Social, so if you do the math, to
5 me 65 times two, just on Living Social alone they
6 sold about 13,000. And, again, that's just
7 between three neighborhoods. And I think when we
8 had the hearing talking about Halloween and
9 stuff, I mean a lot of those people decided to
10 come back to Dupont and, again, I mean, we sold
11 3500 and that at that point hurt our numbers, our
12 guest experience, on top of that I mean,
13 obviously, you talked about Halloween numerous
14 times and we saw what happened with the
15 neighborhood.

16 CHAIRPERSON ANDERSON: All right. Questions
17 by board members? Yes, Mr. Short?

18 MR. SHORT: Okay, I keep hearing the numbers
19 and I think I'm hearing MPD thought it was better
20 than 16,000 people and the question that I ask a
21 lot of times is, you would normally know what the
22 illegal part of that -- why didn't someone call

1 ABRA and report that person who came down here
2 from New York and he came to us -- yes he did
3 that, and there was no consequences for him. In
4 fact, he wants to do business now and why is it
5 on top of doing the illegal business? Why didn't
6 someone pick up that line and call ABRA and say
7 'hey, listen, we got a guy here with illegal
8 activities going on.' MPD and somebody could
9 have done something but it seems like -- and I
10 hope there wasn't any collaboration, but what
11 would you do if that occurred again. Somebody
12 just started selling tickets. Would you inform
13 ABRA and MPD and let us know that somebody's
14 doing that to our streets?

15 MR. BRAMSON: Yes, I mean we have, we
16 definitely would and we've actually informed
17 investigators before pub crawls that we didn't
18 know whether they had -- we didn't think they had
19 an application. So, we send out an e-mail and
20 let them know and that's for them to handle from
21 there but we at least sent them --

22 MR. SHORT: That wasn't the question. I'm

1 saying if you have one that we give you
2 permission to have and then someone else tried to
3 piggyback on it, would you -- what would you do?
4 Tell me what you would step by step.

5 MR. BRAMSON: The same thing I just did that
6 I did for another event that happened a couple of
7 months ago, is I would contact the investigator
8 and let him know that another pub crawl is -- I
9 don't know if they have a license or not, I'm
10 assuming they don't. This is their information,
11 here is their link, could you please investigate
12 them and let us know? Because at the end of the
13 day what happened last year affected our
14 customers. It gave them a really bad experience.
15 We didn't know, touching base on that company
16 last year from New York, we didn't know they were
17 selling tickets until two or three hours into the
18 event when people were walking with green
19 wristbands trying to get into our establishments
20 and trying to get into our registration bars and
21 we said 'this is not our event' and we had no
22 idea who they were. We knew that Lindy June Bug

1 was going on and they had different colored
2 wristbands so we could tell the difference. They
3 actually copied our wristband, didn't have a
4 logo, but at least it was green, the same color,
5 and that's how we found out. At that point there
6 was nothing we can really do to tell them 'I'm
7 sorry but you're not allowed in this
8 establishment.'

9 MR. SHORT: Look what happened. Let me ask
10 you this. Have you ever, since you've been doing
11 bar crawls, oversold your capacity? Ever?

12 MR. BRAMSON: Besides Halloween going 77
13 over, that was a time that we went over capacity
14 because we anticipated 10 to 20% not showing up.
15 However, they still showed up, and we --

16 MR. SHORT: You use a number of exactly 77,
17 so you know -- you know exactly you sold over 77
18 over.

19 MR. BRAMSON: We reported it to the board
20 last year.

21 MR. SHORT: Why didn't you stop before you
22 got to that 77?

1 MR. BRAMSON: Because we accounted for 10 to
2 20% of people not showing up, but because it was
3 Halloween people paid for their ticket and they
4 wanted to come. But every event we have is
5 always between 10 to 20% people that don't show
6 up. At the end of the day it's a \$10 ticket, \$20
7 ticket that if they get, I don't know if they get
8 sick it's not worth coming. But because
9 Halloween everyone goes out --

10 MR. SHORT: I'd like to go on record and say
11 this directly to you and your partner. If I, as
12 a board member can't, or three other board
13 members, ever found out that you oversold even
14 one ticket, any time you come before the board I
15 would bump you before you even got here because
16 we could not trust you. We want to have you --
17 it's a trust issue. Public safety and trust
18 issue. What the police officers said they could
19 and could not do. And again I ask you, could you
20 work with a lower number than 2500?

21 MR. BRAMSON: I touched base on the --

22 MR. SHORT: We're talking about profit versus

1 public safety. What goes in your pocket versus
2 what could happen to the city.

3 MR. KLINE: Mr. Short, we believe --

4 MR. SHORT: Please stop. Can you answer,
5 please? Then you can -- you can comment. I
6 asked him a question, please let him answer me if
7 you don't mind.

8 MR. KLINE: Well, I -- I think the question's
9 kind of unfair. It's kind of, 'when did you stop
10 beating your wife?' What you're saying is it's a
11 question of profits versus public safety and I
12 think the appropriate response is we believe that
13 given the measures and the programs that have
14 been put in place that public safety is being
15 adequately addressed and that history in terms of
16 their experience in this business has shown that
17 they can safely go forward with an event of 2500
18 so I don't think it's a fair question, that well,
19 it's numbers versus public safety.

20 MR. SHORT: You just mentioned the word
21 "experiences."

22 MR. KLINE: Yes, sir.

1 MR. SHORT: So, I'm glad you used that word,
2 that's very relevant to what we're --

3 MR. KLINE: We think it is too --

4 MR. SHORT: Experiences. We've experienced
5 giving a permit to someone and then someone else
6 just palming a new one. I'm just trying to
7 figure out how do we prevent those kinds of
8 experiences again. And I understand, it's your
9 job to represent your clients --

10 MR. KLINE: Yes, sir.

11 MR. SHORT: -- and respect that. But it's
12 our job to protect your clients, the businesses
13 and the citizens that live in Washington D.C.

14 MR. KLINE: And I respect that as well. But
15 I think that the point is, in terms of
16 experiences, the only experience that I'm aware
17 of where it was a negative and a really, really
18 bad experience was that one Halloween and my
19 point is --

20 MR. SHORT: Is that a big thing or a little
21 thing?

22 MR. KLINE: It was a big thing, a perfect

1 storm.

2 MR. SHORT: Thank you.

3 MR. KLINE: I'll concede that.

4 MR. SHORT: Thank you.

5 MR. KLINE: But the point is there have been
6 many other experiences, there have been many
7 other events, not only in D.C. but these
8 gentlemen have run events in Arlington as well,
9 where these events have come off without
10 incident. And in each of those events there was
11 not 16,000 people in the neighborhood, which we
12 agree with you is completely inappropriate. We
13 gave you the same number based upon the knowledge
14 that they have in terms of what was sold on
15 social media, so we don't think there's one
16 experience, we think that there are dozens and
17 dozens and there's only one where there was a big
18 problem and I think that the board has spent a
19 lot of time identifying why there were those
20 problems and the operators have thought about
21 that, and between the regulations that you've put
22 in place, and the thoughtfulness of the people

1 that --

2 MR. SHORT: That's fine.

3 MR. KLINE: -- responsibly engage in these
4 events --

5 MR. SHORT: That's fine.

6 MR. KLINE: -- that those issues have been
7 addressed.

8 MR. SHORT: And I would express it again, can
9 the operators answer this question? In Virginia,
10 how many pub crawls have you had or are you
11 anticipating this year?

12 MR. BRAMSON: Four a year.

13 MR. SHORT: How many have you had in Virginia
14 this year?

15 MR. BRAMSON: I believe two.

16 MR. SHORT: You had two this year? What were
17 the numbers that you had at the pub crawl in
18 Virginia?

19 MR. BRAMSON: 5000.

20 MR. SHORT: At each one?

21 MR. BRAMSON: No, one I think I believe was -
22 -

1 MR. SHORT: I'm trying to find for each
2 event, what is the maximum?

3 MR. BRAMSON: The two that we've done in
4 Virginia is 5000 with --

5 MR. SHORT: No. This year, how many --
6 what's the largest number you had at one of your
7 events this year?

8 MR. BRAMSON: This year, we had St. Patty's
9 Day in Clarendon.

10 MR. LOPEZ: 5000.

11 MR. BRAMSON: St. Patty's Day every year is
12 5000 in Clarendon. That's with the Arlington
13 Police Department approval, MET, we sit with all
14 the entire community and we have no issues.

15 MR. SHORT: Okay. My knowing public safety
16 and knowing Virginia and those places too,
17 they're, that -- where you have your bar crawl in
18 Virginia doesn't compare with Club Central in
19 Washington, D.C. It doesn't compare, does it?
20 You couldn't do the same thing in Clarendon -- I
21 mean the same thing in Dupont that you do in
22 Clarendon so those numbers count -- I want that

1 on the record, so the bottom line is a lot of
2 things you do in Virginia, and you can't do in
3 Virginia, you can't do. So, we're trying to
4 balance these things out when you talk about
5 experiences, we're talking about fairness, we're
6 talking about just trying to make sure, again, we
7 don't run into any more circumstances that cause
8 this city a lot of pain. So, again, what member
9 Silverstein -- there are some dates I think we
10 need to look at them a little closer than others
11 and I'd like to think that the board is going to
12 look at some numbers that represent public safety
13 in the areas you want to have your pub crawls.
14 That's all I have, Mr. Chair, thank you very
15 much.

16 CHAIRPERSON ANDERSON: Thank you, Mr. Short.
17 Any other questions by any other board members?
18 Yes, Ms. Miller?

19 MS. MILLER: So, I want to have you address
20 these numbers in particular. On September 10th
21 you're talking about a 2500 number and for this
22 night you're talking about a 3500 number, is that

1 right?

2 MR. BRAMSON: Yep.

3 CHAIRPERSON ANDERSON: Okay, can you address
4 why it should be 3500 on that night?

5 MR. BRAMSON: We've increased the amount of
6 bars.

7 MS. MILLER: Mm hmm.

8 MR. BRAMSON: We also, based on how many
9 people are in the area -- what we want to do
10 differently from this event as opposed to other
11 ones is that each establishment will only allow
12 our participants inside. If you have a wristband
13 you can get in, otherwise you cannot. Our
14 typical bar crawl, even though the area's slower,
15 you can get in if you have a wrist band or not.
16 You can just go and pay for your drinks normal
17 price. However, on Halloween we want to have
18 exclusivity where you have to have a wristband to
19 enter the establishment. So, that guarantees
20 that only the people that are a part of it will
21 be able to enter, and that way we can control the
22 numbers a lot more. Because Halloween last year

1 what happened was not only did you have three pub
2 crawls and they were intermingling with each
3 establishment, you also had the regular patrons
4 too and I think that's what caused those huge
5 lines and the confusion outside because there
6 were three different wristbands, there was -- in
7 some bars we learned after the fact that they had
8 signed with two bar crawls.

9 MS. MILLER: Is this the first year you're
10 doing these exclusivity things?

11 MR. BRAMSON: Yes.

12 MS. MILLER: Have you done it like on a
13 different night, like not on Halloween, but
14 you've tried this exclusivity approach before?

15 MR. BRAMSON: We have not. I know in the
16 past, other Halloweens from another pub crawl
17 organization has done this and it has worked out
18 well, because Halloween in the past, at least
19 from my understanding, I don't know what the
20 board had approved, but when the old Lindy
21 productions and promotions they were having about
22 9000 to 10,000 people on Halloween night every

1 year, and that was over the last 20 years and
2 that's what they were having. And they never had
3 any issues, but that's something that they were
4 doing, was exclusivity for those bars. And
5 again, even at that point when they were having
6 9000 or 10,000 people there, there was no
7 complaints and they were having it every single
8 year and they were approved -- I don't even know
9 if they had to come in, I'm pretty sure they were
10 just approved on the fly. However, again, as
11 Alex mentioned, it was the 13,000 on social media
12 plus the 3000 they told -- that they sold on the
13 regular website. I mean there was upwards of
14 possibly 16,000 people and that's what really
15 caused the issues.

16 MS. MILLER: Okay, separate from those
17 issues, though, I mean I think the exclusivity
18 approach sounds good except it's a unique idea of
19 people coming down and expecting to be able to go
20 into these establishments and they can't get in
21 and what happens.

22 MR. BRAMSON: So, again Halloween it's been

1 done before so I think a lot people do anticipate
2 that, or believe that, so I don't know, it's not
3 going to be a big shock unless it's a bar that
4 just opened. But, other than that I think it's
5 gonna --

6 MS. MILLER: Okay. They didn't do it last
7 year but -- right? They didn't do it last year,
8 but they've done it before is what you're saying?

9 MR. BRAMSON: And if we were to get approved
10 as well, I mean our marketing efforts would go
11 towards that too, that you definitely need a
12 wristband to get access into the establishments.

13 MS. MILLER: Okay. How about the idea that
14 instead of your having more you should be having
15 less because it's Halloween then -- can you
16 address that? I mean -- well, address that first
17 and then I'll have one other question for you.

18 MR. BRAMSON: Well, the fact is the people
19 will be there anyway, so if we -- by trying this
20 new theory out if we only have say 1000 people
21 the bars might as well open the doors for
22 everybody else anyways. For them it's not really

1 profitable unless they get people there, in
2 earlier, let's say throughout the night so it's
3 kind of -- by doing this we feel we can fit more
4 people into the establishments and add in more
5 bars as well helps out.

6 MS. MILLER: Okay. I get the 1000 number.
7 How about the 2500 number? Which is the sweet
8 spot that works on other nights.

9 MR. BRAMSON: If we went down to 2500 on
10 Halloween we would just most likely eliminate the
11 two or three new ones that we added so that
12 everyone is content.

13 MS. MILLER: How about -- and I'm not -- I
14 haven't seen the application I think that we're
15 going to be looking at later, that apparently is
16 going to be for the same night. I don't know if
17 you know or if it's the same neighborhood.

18 MR. BRAMSON: We've heard of [inaudible 1:51]
19 that's what we understand.

20 MS. MILLER: The same neighborhood?

21 MR. BRAMSON: Yes, that's what we understand.

22 MS. MILLER: Okay, so does that mean that --

1 how do you think that will work that they'll have
2 their own? I don't know if they'll have their
3 own exclusive or how many restaurants or
4 establishments are left in this neighborhood.

5 MR. BRAMSON: We're making all of our
6 establishments that want to stay with us, that
7 they sign exclusivity. So, if they break that
8 for whatever reason then they will be banned from
9 participating in any of our bar crawls for the
10 remainder. At least for a year if not longer.

11 MS. MILLER: Okay, let's just assume though
12 that they're going to use all their
13 establishments as far as the neighborhood
14 absorbing a certain number of people, do you have
15 any opinion on that?

16 MR. BRAMSON: I do.

17 MS. MILLER: Okay.

18 MR. BRAMSON: I think that people -- it's
19 Halloween, people are going to be out. The
20 theory of doing the exclusivity is that okay if
21 you have a wristband, and they are going to and
22 they promote widely among those that want to be

1 in these neighborhoods and kind of go to these
2 events. If you have a wristband then you can get
3 into these 15 establishments. Otherwise people
4 are going to have to look for other
5 neighborhoods. I mean, that's kind of like you
6 go to a restaurant and the place is sold out, you
7 know a private party, you know, 'we're closed,
8 private event' you gotta go somewhere else.

9 MS. MILLER: Okay.

10 MR. BRAMSON: So, we think what it will do is
11 have the effect of dispersing throughout the city
12 and I think the problem the police department
13 has, understandably, is the concentration of a
14 large number of people. And if these
15 establishments will sign up, are exclusive to
16 those who are participating in their event, then
17 that's gonna tend to send people to other
18 neighborhoods because there's going to be 15 or
19 so bars that are off the table in terms of being
20 able to just walk in and be seated and served.
21 Usually it will help control the number in the
22 area and if the other pub crawl does get approved

1 we recommend they do the same thing so that way
2 at least the police department will know, 'okay
3 well all of these bars will be filled, this is
4 their capacities, this is what we know we can do.
5 Even if people do come there's no reason to wait
6 in line because they're not going to be able to
7 get in without a wrist band.

8 MS. MILLER: Mm hmm.

9 MR. BRAMSON: So, again, at that point, as
10 Mr. Kline said, they will disperse and go into
11 other neighborhoods, hopefully, or the bars, some
12 of the bars that aren't participating in the
13 event.

14 MS. MILLER: Okay. My last question is you
15 give a range on your application of 2200 to 2500
16 or 3200 to 3500, does that mean that -- expected,
17 I guess -- if we approve you for 2500 it's most
18 likely going to be less because that is the
19 maximum number of tickets you would do?

20 MR. BRAMSON: Yes.

21 MS. MILLER: Okay.

22 MR. KLINE: And they do always, I mean

1 there's always a no-show, right?

2 MS. MILLER: Yeah.

3 MR. KLINE: I mean, it varies but there's
4 always a no-show.

5 MS. MILLER: Okay. You would never produce
6 more than 2500 tickets so it would always, most
7 likely always be less?

8 MR. BRAMSON: To avoid the issue of the 77
9 over, that was the first time that ever happened
10 and we've always had that range and then you know
11 10% or 20% don't show up and it's always covered
12 us, we never had to worry about it. Because, you
13 know, it being Halloween night everyone showed up
14 so since then what we've done is we cut off
15 ticket registration early, we limit the amount of
16 wristbands that we have so we don't have extra
17 wristbands and mugs. So, those three things,
18 even if you wanted to sell more tickets we can't
19 because there's no more wristbands or mugs to
20 give out.

21 MS. MILLER: Okay, thank you.

22 CHAIRPERSON ANDERSON: Any other questions

1 from any of the other board members? Any final
2 thoughts?

3 MR. KLINE: Just that I think that -- we
4 appreciate the board for taking the time to hear
5 from us. I think that these two gentlemen have
6 given a lot of thought to how to proceed with
7 these events in a responsible manner. I think
8 that they've proven that they can run these
9 events responsibly, they have a good track
10 record. They've been doing it as you've heard
11 four years. We understand the concerns that
12 board members have expressed. We believe that
13 the regulations that you've passed address many
14 of those concerns but I also think in addition to
15 that, measures that they've adopted on their own
16 also address many of them, and we respectfully
17 request that you approve of the request for
18 permits.

19 CHAIRPERSON ANDERSON: All right. Thank you
20 very much.

21 MR. KLINE: Thank you.

22 CHAIRPERSON ANDERSON: We'll take this under

1 advisement and make a decision.

2 MS. MILLER: Mr. Chairman?

3 CHAIRPERSON ANDERSON: Yes?

4 MS. MILLER: I think -- I just -- Mr. Alberti
5 and I had asked for just a little bit more info
6 on the numbers. Will you be providing that
7 today?

8 MR. KLINE: Yeah, we'll get you the
9 information on the capacity and you had
10 requested, Ms. Miller.

11 MS. MILLER: Yeah, want me to remind you?

12 MR. KLINE: Some other information.

13 MS. MILLER: About the success of that 2500
14 number, how it's been like a sweet spot and in
15 the four years tat's worked. If you could just
16 remind us of the events you had with the number
17 and also any other -- I don't know, I can't
18 remember now. Whatever, they had the input into
19 that number, why it was a good number.

20 MR. KLINE: Yep.

21 MS. MILLER: Okay. [inaudible 1:56]

22 MR. BRAMSON: We'll put it together.

1 MS. MILLER: That'd be great. Is that today
2 can you do that?

3 MR. KLINE: We'll do it today.

4 MS. MILLER: Okay, great. Thank you Mr.
5 Chairman.

6 (Whereupon, the above-entitled matter was
7 concluded.)

8